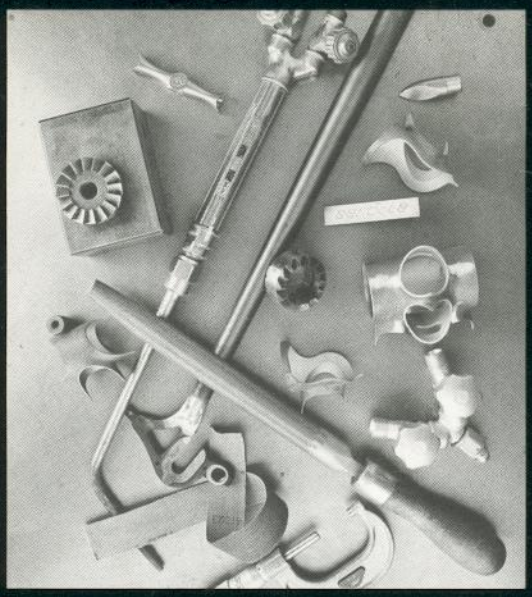
1986

serotta
serotta
MURRAY
serotta

Nova Special X
Serotta
Nova Special
Serotta



FACT:

More U.S. National team members have ridden bicycles built by Serotta Cycles than by any other manufacturer.

Reason:

Simply put, Serotta Cycles have the performance and appearance you can consistently count on. But what each Serotta Cycle represents is not so simple.

MATERIALS:

Just as designs have been tested so have materials. The evolution of new models is the result of these tests. Throughout thirteen years of frame design and construction, we have developed unparalleled associations with champion cyclists and bicycle technicians. These relationships combined with our first-hand knowledge of all currently available materials for use in bicycle construction, allows us to say with the greatest confidence, that no other material surpasses the over-all performance of steel. While it would be easy to join the aluminum/composite bandwagon, (after all, they sell like hotcakes and are easier and cheaper to produce) our commitment to perfection, will see us continuing to use steel tubes. This commitment is highlighted by our own new external butted tubes, which as used in the new Colorado Model, deliver performance, superior to <u>any</u> tube, from <u>anywhere</u>. In keeping with our commitment to quality, we complete our bicycles with state of the art fittings and supplies.

OUR PHILOSOPHY:

Ben Serotta and his staff have made a commitment to reach for perfection. Each Serotta cycle is crafted with an insistance on care, precision, and an unfaltering dedication to excellence. An undying desire to improve and to innovate as well as a degree of boldness, have placed us at the cutting edge of bicycle technology. Each and every frame, from our Olympic Medal winning machines, to the basic road racing frame, is built with the same hands, the same enthusiasm, and the same unsurpassed care.

The 7/Eleven Connection:

Recognized for their unsurpassed quality, Serotta-built bicycles have been chosen by the reknowned 7/Eleven men's Professional and Amateur teams for the third year running. We look forward to their historic entry into the 1986 Tour de France.

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